

Men's Grooming in Belgium

Market Direction | 2023-04-26 | 22 pages | Euromonitor

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Report description:

In 2022, there was a surge in value sales of men's grooming. However, this increase was largely attributed to price hikes in light of the inflation crisis. Although volume sales of men's toiletries remained largely unchanged, volume sales of men's shaving continued its downward trajectory. Conversely, as a result of the rise in unit prices, value sales of men's shaving registered modest growth, whereas men's toiletries demonstrated a strong positive performance in current value terms.

Euromonitor International's Men's Grooming in Belgium report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Men's Fragrances, Men's Shaving, Men's Toiletries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Men's Grooming market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Men's toiletries benefit from increased awareness of preventative health trend in 2022

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